

Opt-out would be fine provided that it could be handled similarly to the DMA's management of telemarketers and direct mail advertisers. This, unfortunately, is not the case.

We have all seen that the level of these sorts of communications is barely tolerable, yet without the DMA and their punitive actions it would be truly untenable.

The only reason the DMA is able to provide the services they do is the fact that telemarketers and direct mailers have phone numbers and addresses. These are managed by the telephone companies and postal service who are willing to assist in enforcing guidelines.

Email is far less controlled. It is painfully easy for a "spammer" to falsify their information such that it is impossible to discover the origin of the message. This leads to the overwhelming amount of junk email which we have today. If, however, spammers can be prevented from having our email addresses in the first place (restricting mailing-list vendors to opt-in) it will at least somewhat reduce the tide which fills our email boxes each day.

I make this statement as a computer professional. I have the best spam filters anyone can purchase, configure or subscribe to, yet I still have between one and five pieces of junk email a day. I feel sorry for those poor souls who must suffer the full brunt of it.

Please pass this bill as "opt-in".

Sincerely,

Michael Hasse"